



# Sri Dharmasthala Manjunatheshwara College, Ujire-574240



## E-Bulletin

Volume: 19

Edition: 7



### Principal's Desk

Colleges are more than just institutions of higher learning; they are vibrant hubs of diverse activities that contribute to the holistic development of students. These activities extend beyond the confines of traditional academics, encompassing a wide array of extracurricular, cultural, social, and professional engagements that enrich the college experience. At the core of any college is its academic program, which itself is often diverse. Colleges offer a wide range of disciplines and specializations, allowing students to explore various fields of interest. This diversity in academic offerings fosters an environment where students can engage in interdisciplinary learning, collaborate on research projects, and participate in academic competitions and conferences. Such activities not only enhance their knowledge but also develop critical thinking, problem-solving skills, and intellectual curiosity. Extracurricular activities are a significant aspect of college life, providing students with opportunities to pursue interests outside their academic curriculum. These activities include sports, arts, music, drama, debate, and various student clubs and organizations. Participation in sports and athletics promotes physical fitness, teamwork, and leadership skills. Arts and cultural activities, such as theater productions, music bands, and dance groups, allow students to express creativity and appreciate cultural diversity. Student clubs and organizations cater to a wide array of interests, from environmental sustainability and social justice to entrepreneurship and technology. These clubs provide a platform for students to develop soft skills, network with peers, and engage in community service. They also foster a sense of belonging and community, making college life more vibrant and inclusive. Colleges serve as melting pots of diverse cultures, bringing together students from various backgrounds and regions. This cultural diversity is celebrated through festivals, international student associations, and cultural exchange programs. Such activities promote cross-cultural understanding, tolerance, and global awareness. Social engagement is another crucial aspect of college life. Colleges often organize events, workshops, and seminars on contemporary social issues, encouraging students to engage in meaningful discussions and debates. These activities help students develop a social conscience and prepare them to be responsible citizens who can contribute positively to society. Colleges play a pivotal role in preparing students for their future careers. Professional development activities, such as internships, co-op programs, career fairs, and networking events, bridge the gap between academic learning and the professional world. Career services offices provide resources and guidance for resume building, interview preparation, and job search strategies. Guest lectures and industry interactions offer insights into various career paths and the skills required in the professional world. These activities not only enhance students' employability but also help them make informed career choices.

In conclusion, colleges are dynamic centers of diverse activities that extend far beyond academics. They provide a holistic environment where students can develop intellectually, physically, culturally, socially, and professionally. By participating in a wide range of activities, students gain invaluable experiences and skills that prepare them for the complexities of the real world. The diverse activities offered by colleges contribute significantly to the overall growth and development of students, making the college experience rich, fulfilling, and transformative.

With best wishes

Dr B A Kumara Hegde,  
Principal

## Programmes Organised

- **Press Day Celebration**

"There are no doubts about the fact that the Kannada Newspaper is going to remain alive for the next two decades. But, in order to retain its existence it must embrace newness", opined Mangaluru Press Club President P B Harish Rai.

He was speaking after inaugurating the Press Day celebrations organised by the Department of Journalism on July 1.

Dr B A Kumar Hegde, Principal of the College in his presidential address emphasised the necessity for newspapers to provide positive information. "It is essential to uphold the ethics of the journalism profession even though it faces several challenges like any other profession," he said, urging current journalism students to correct existing flaws in future.

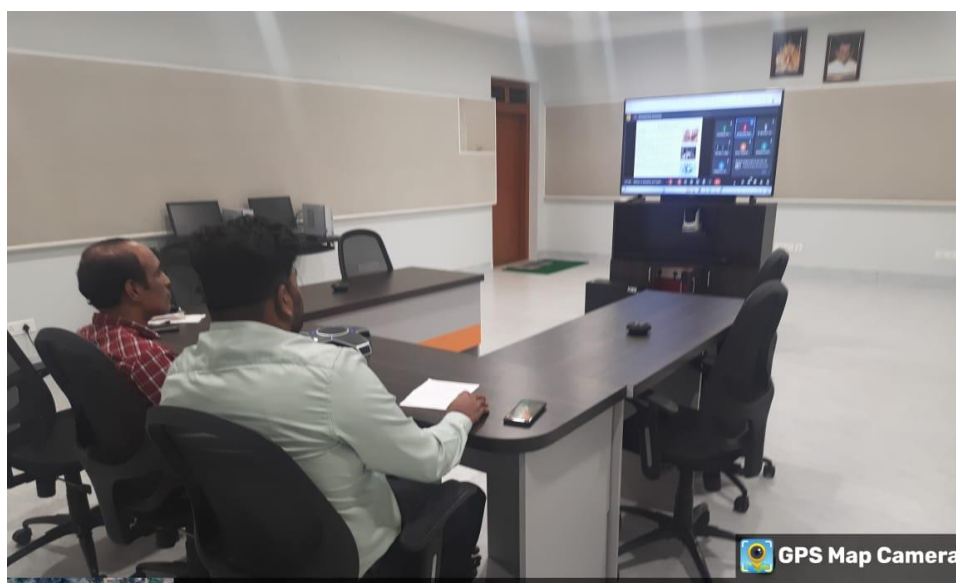
Representatives of first, second and final year journalism graduate students Vishnu, Kannika and Madan respectively, were congratulated with a flower as a token of appreciation. Besides, the academic year activities were also inaugurated. 'Hongirana', a collection of publications by Postgraduate students was released on the occasion.

Dr Bhaskar Hegde, Head of the Department welcomed the gathering. Ms Poornima and Ms Charishma of II BA (Journalism) rendered the invocation. Ms Sharanya Jain introduced the guest while Ms Manasa Agnihothri compered the event.



- **National-Level Webinar**

The Department of Economics and & RD in collaboration with Population Research Centre, Dharwad (as a part of MOU) organised a national-level webinar titled 'Population and Current Health Status in India' on account of World Population Day on 11 July 2024. Dr Shriprasad H, Joint Director, Population Research Centre, Dharwad was the resource person. The webinar was presided over by Dr B A Kumara Hegde, Principal of the College. Dr Ganaraja K, HOD & Organising Secretary welcomed and Dr Mahesh Kumar Shetty proposed vote of thanks. About 75 participants joined the webinar and got benefitted.



- **A Workshop on DSLR Magic: Capturing Cinema**

Renowned cinematographer, Mahen Simha emphasised that understanding the core values of art and viewing society through the lens of a storyteller ensures the success of cinematography. Speaking at the 'DSLR Magic: Capturing Cinema' workshop organised by the Department of Journalism on June 17, Simha addressed the students, sharing his insights on the intricacies of cinematography.

Mr Rakshith Rai, Director of Video Productions at SDM Multimedia Studio, Department of Journalism was also present at the workshop.



### ● MoU Signed

Our College signed two MoUs with Vivekananda College Puttur on 3 July 2024. These memoranda were for the mutual benefits of the Departments of Political Science and Physical Education of the Colleges. Prof. Anitha Kamath, Prof. Kavitha B from the Political Science Department and Mr Ravishankar, Physical Education Director represented VC, Puttur. Dr B A Kumara Hegde, Principal, Dr Shalip A P, HoD of Political Science, Mr Ramesh H, Physical Education Director of the College were present on the occasion.



## Department Association Inaugurations

- The Departmental Association '**Economics Association**' was inaugurated by Ms Anasooya, Senior Faculty, Central Secretariat, RUDSETI, Ujire on 06 July 2024.

In her inaugural address, she said students have to have a specific goal to achieve their targets. She further said that students have to focus on improving their personality by using the different platforms available in the college. The programme was presided by Dr B A Kumara Hegde. In his presidential address, he congratulated the department for various initiatives taken in the previous academic year and also wished all the success for the upcoming academic year. The new office bearers were honoured on the occasion. The senior students of the Department conducted a welcome programme for the first-year students. Dr Ganaraja K. HOD, welcomed and Dr Mahesh Kumar Shetty proposed vote of thanks. Dr Nagaraj Poojary and Mr Abhinandan Jain, Faculty of the Department were also present.



- The Department of Political Science Inaugurated **Rajya Ranga** on 12 July 2024. Prof. Vishwanath P, Dean of SDM PG Study Center, graced the occasion as the chief guest. Speaking on the occasion he stressed the significance of active and passive learning, highlighting that only 40% of concepts can be understood through passive

learning. The department also provides extracurricular activities such as seminars and group discussions to enrich the student's knowledge, which is beneficial for their future. Dr Shalip AP, HOD of the Department of Political Science, presided over the event, and the chief guest unveiled the Wall Magazine 'Rajyaranga'. All the Professors and students of the Department took part in the event.



- The Department of Statistics organised the inaugural function of '**Sankhya Association**' on 11 July 2024. Mrs Nanda Kumari, Registrar (Evaluation) and Head, Department of Chemistry, inaugurated the Association by lighting the lamp. She released the first issue of wall magazine of the academic

year 2024-25 on the auspicious occasion. Dr Savitha Rao, Head, Department of Statistics and Dean of Science, welcomed the freshers to the Statistics family and insisted all the students to participate in the departmental events actively in her presidential address.

## Field Visits

- The Department of BVoc in Retail and Supply Chain Management conducted an Industrial visit to Swasthik Cashew Industries, Belthangady on 6 July 2024 for the first year students. 35 students participated in the industrial visit under the guidance of Assistant professor Mr Shashank B S. The students were given a tour of the factory and enabled them to understand how the manufacturing process happens and packing strategies. They were even explained the import and export patterns they follow. Ms Madhuri Gowda, Assistant Professor in BVoc in Retail and Supply Chain Management co-ordinated the industrial visit.
- The Department of Business Administration organised a One Day Field Visit to the students of 3rd BBA on 06 July 2024 for the practical and Experiential learning. The students visited “Shivadarshan Agro Industries located at Badyar and learnt the process of extraction and export related activities related to the rice process. Mrs Shakunthala, Assistant Professor of the Department was the staff in charge.
- The Department of Business Administration organised a one day Field Visit to the students of 3rd BBA on 06 July 2024 for the practical and Experiential learning. The students visited “Athaje Polymers Ujire” and learnt the various aspects associated with Polymer Activities. Mrs Shakunthala, Assistant Professor of the Department was the staff in charge.





- The Department of PG Studies and Research in Psychology had organised a 2 day field visit to Coimbatore to Don Bosco Anbullam Society (NGO), Isha Yoga Centre on the first day. On the 2nd day the students attended a full day workshop on Psychodrama, Gestalt technique etc.,



## Statistics Day Celebration

On account of National Statistics Day, the Department of Statistics conducted Poster making competition for B Sc Statistics students on 29 June 2024. Around 40 students participated enthusiastically.

## Placement Training Programme

The Department of PG Statistics organised a "Placement Training (online)" by Mr Dayananda Ubrangal, Data and Applied Scientist, Microsoft, Bangalore, through Google Meet on 9 June 2024. Ms Veekshitha, I MSc Statistics, welcomed the gathering and also briefly introduced the resource person. In the beginning he shared his experience of facing the interview. Then he explained how to create a CV, what and all should be included with respect to the job description, and how to make a CV attractive. Then he explained about the creation of a LinkedIn profile, how to update, how to keep the profile active, and how to search for a job in LinkedIn. Then the resource person discussed the queries asked by the participants. Around 45 students of I & II MSc, Statistics, all staff members of the department attended the training programme. Ms Supriya S P, Assistant Professor, co-ordinated the programme. The programme was concluded with a vote of thanks rendered by Ms Veekshitha of I MSc.

## Alumni Interactions

- The Department of B Voc in Retail and Supply Chain Management organised an Alumni Interaction on 'Balancing Academics and Extracurricular Activities' for I Semester students of the department on 03 July 2024. Mr Ashwith H R, Assistant Professor of the Department organised the event.
- The Department of B Voc in Retail and Supply Chain Management had organised an Alumni Interaction on "Job & Higher Education Opportunities after B Voc" for I Semester students of B Voc in Retail and Supply Chain Management on 10 July 2024. Mr Manoj S R & Mr Ankith Jain Alumni Batch of 2021-2024 Batch Students were the resource persons. Mr Praveena D, Assistant Professor of the Department organised the event.
- The Department of Economics organised an alumni interaction to final year BA Economics Students on 10 July 2024. Mr Adithya of 2021-22 BA Economics batch, spoke on 'Career Opportunities.' The programme was coordinated by Dr Mahesh Kumar Shetty H.
- The Department of BVoc in Retail & Supply Chain Management had organised training session on the topic 'Social media handling and content creation' for I Semester students on 3 July 2024. Ms Anusha Jain of III Year BVoc in RSCM was the trainer and Mr Ashwith H R, Assistant Professor of the Department organised the event.





## NSS Activities

- On account of the 'Save Water Campaign', the NSS Volunteers have visited 115 households and 12 schools in Belthangady taluk from 14 June 2024 to 22 June 2024. In the campaign volunteers educated the households as well students at different schools on the significance of water conservation by issuing pamphlets and various activities. Households as well the school management appreciated the noble initiative of the NSS Units. 50 volunteers participated in the event.
- On the occasion of International Yoga Day, from 20 to 27 June 2024 a week-long Yoga Camp was organised by the NSS Units in the college campus. The camp was inaugurated by Dr Shiva Prasad Shetty, Dean of Yoga & Chief Medical Officer, SDM Naturopathy Hospital Shanthivana Dharmasthala. Dr Kada Gowdapatil from SDM BNYS assisted throughout in yoga practice. Students and staff members benefited from the programme.
- In connection with International Yoga Day, the NSS units organised a yoga practice session in DKZPHP School Muguli of Belthangady Taluk on 20 June 2024. 5 NSS volunteers assisted in yoga practice.
- NSS units organised a pledge taking programme on the special occasions of international day against drug abuse on 26 June 2024 . 20 volunteers preached the pledge to all classes.

## Staff Paublication

- Dr Ganaraja K, HoD of Economics and Rural Development published an article titled 'Prabala Arthikathe mattu Sampradyika Shikshana' in Udayavani Kannada daily on 13 July 2024.
- Dr Bojamma K N, HOD & Assistant Professor of Kannada, published a research Paper titled "Kanakadasara Padagalalli Vaicharika Bikkattu," in the Research journal SRUJANI: Indian Journal of Innovative Research and Development (SJIRD)Volume -3 Issue-3 July- August 2024. ISSN:2583-3510 (A Peer-Reviewed & Open Access Journal)

- Dr Nefisath P, Associate Professor Department of Chemistry published a paper titled '2,3,5-Trisubstituted Thiazolidinone Derivatives as Potential Antimicrobial and Antitubercular Agents and In Silico Studies' co-authored by Dr Vasantha Kumar and Dr Shashiprabha, Assistant Professors, Department of PG Studies and Research in Chemistry, in the journal ChemistrySelect in May 2024. Volume 9, Issue 18, No. e202303188, IF: 2.1. (Indexed in Scopus).

## Staff Participation

- Dr Bhaskar Hegde, HoD of Journalism participated as a guest in Patrika Day Celebration (Press Day) organised by Belthangady Taluk Press Club at SDM Kalabhavana, Belthangady on 6 July 2024. MLA Harish Poonja inaugurated the programme. Uma Venoor, Senior Sub-Editor Sudha Magazine and Alumni of the Department was the chief guest.
- Mr Ashwith H R, Assistant Professor, Department of B Voc in Retail and Supply Chain Management attended a 2 day Basic Fire and Safety Training held at the office of Regional Fire Officer, Kuntikana, Kadri Mangalore on 28th and 29th June 2024.



- Mr Shashank B S, Assistant Professor, Department of B Voc in Retail & Supply Chain Management, participated in the National level Faculty Development Programme on "Engage To Educate: The Experiential Learning Pedagogy Tool" organised by the Department of B Voc in Retail and Supply Chain Management on 18 April, 2024.

- Mr Shashank B S, Assistant Professor, Department of B Voc in Retail & Supply Chain Management, participated in the training on "Constitutional Law and Social Justice" held at Manipal Law School, Manipal Higher Education Academy, Bangalore on May 4 2024.
- Mr Shashank B S, Assistant Professor, Department of BVoc in Retail & Supply Chain Management, participated in the Panel Discussion Programme on Social Medical aspects of criminal psychology held at Manipal Law School, Bangalore on 24 May 2024.
- Mr Ashwith H R, Assistant Professor, Department of B Voc in Retail and Supply Chain Management and Ms Anusha of V semester, presented paper titled 'A Study on the Impact of AI Integration on Customer Satisfaction in E-Commerce with Special Reference to Dakshina Kannada' at the one-day international conference on adoption of Artificial Intelligence: Opportunities and challenges adopted by business and management organised by Manel Srinivas Nayak Institute of Management (MSNIM Beasant Campus, Bondel, Mangalore) under the aegis of IQAC in collaboration with INTI International University and in association with Department of Commerce, Manipal Academy of higher education (MAHE) on 28 June 2024.
- Mrs Sangeetha B and Divya, Assistant Professors of Chemistry attended the Nanojatha Lecture Series, Road Show and Exhibition organised by the Department of PG Studies and Research in Chemistry of the College on 11 June 2024.
- Dr Lakshminarayana K S, Mr Prasad Kumar, Mrs Deekshitha Kumari, Mrs Vinutha DM Assistant Professors of Commerce, participated in the National Level Webinar on "Population and Current Health Status in India" organised by the Department of Economics and Rural Development of the College and Population Research Centre, Dharwad on 11 July 2024.
- Dr Mahesh Kumar Shetty H, Assistant Professor of Economics & NSS Programme Officer participated in a aorkshop on 'International Day against Drug Abuse' organised by District Administration, Mangalore in association with District Health Department on 26 June, 2024.





- Dr Mahesh Kumar Shetty H, Assistant Professor of Economics, participated in a National Level Webinar on "Population and Current Health Status in India" organised by Department of Economics and Rural Development of the COLlege on 11 June 2024.
- Ms Bhagyashri and Mr Nataraj H K, Assistant Professors of Political Science participated in the National-Level Webinar regarding "Population and the Current Health Situation in India". The event was organised by the Department of Economics and Rural Development at SDM College, Ujire, in collaboration with the Population Research Centre, Dharwad, on the 11 July 2024.

## Student Publications

Ms Lavanya Shetty of II MSc. Chemistry published a paper titled "Electrochemical sensing of lactochrome in pharmaceutical sample using L-asparagine layered carbon based sensor" in Journal of Food Measurement and Characterization, a Scopus indexed journal, Volume: 18, pages: 5004-5013, 2024 <https://doi.org/10.1007/s11694-024-02551-5>.

## Participation in Press Day celebration

- The 53 students led by Dr Bhaskar Hegde, HoD of Journalism participated in Patrika Day Celebration (Press Day) organised by Belthangady Taluk Press Club at SDM Kalabhavana, Belthangady on 6 July 2024. MLA Harish Poonja inaugurated the programme. Uma Venoor, Senior Sub-Editor Sudha Magazine and Alumni of the Department was the chief guest.

